

HIGHER PAINT PRICES PREDICT PROSPERITY

Larger Profits From War Orders Put More Money Into Circulation—Workmen's Wages Increase—War Effects Industry.

By WILLIAM H. PHILLIPS
of F. W. Devoe & C. T. Reynolds
Companies.

Any prophecy as to 1916 must of necessity be accepted only as such, but from our broad contact with all departments of the paint and varnish industry we feel safe in prophesying a year of unprecedented prosperity. Though high prices would seem to indicate curtailment instead of expansion we must bear in mind that "war orders" executed in this country were taken at very good profits, and that these larger profits have in turn put more money into circulation, as workmen's wages have advanced generally, besides extra wages which have been paid for overtime work. Remembering that America is a broad land, with over 100,000,000 people who must be fed, clothed and housed, we believe every American manufacturer should look forward, feeling confident that an era of prosperity has been ushered in by 1916 which will probably increase when the war ceases and Europe looks to us for necessary materials to rebuild her wasted countries.

Let us consider for a moment why prices for painting materials have advanced and will continue to advance. The reasons may be summed up as follows: First, an industrial revival in the United States. Second, the war in Europe. The three most important pigments used in the manufacture of prepared paints are lead, zinc and lithopone. At the beginning of the war in Europe the price of pig lead, which determines the cost of the white lead that is made from it, was down to 3½ cents a pound. A few days ago pig lead was quoted at over 6 cents a pound. Mexico under normal conditions produces 12,000 tons of pig lead a month, but when the war started the trouble in Mexico had already shut off that source of supply. The United States has been shipping 10,000 tons of American lead to London per month. During the past year munition manufacturers in this country have consumed 75,000 tons of pig lead in the production of shrapnel, which has been shipped abroad. Every bullet contains 88 per cent of pig lead and 12 per cent of antimony to harden. This explains clearly the reasons for the advance in price of white lead.

Ten years ago the paint manufacturing industry was the largest consumer of oxide of zinc, or zinc white. But it has been crowded out of this position by the automobile tire manufacturers because of the fact that people demand white tires, which can only be produced by the use of white zinc in vulcanizing the rubber. The average annual consumption of oxide of zinc by a large paint manufacturer is 1,500 tons a year. We are sold the average large tire manufacturer will use 10,000 tons a year. This has largely increased domestic consumption and would account for part of the advance in price.

Cartridges are made from brass. Brass made from pure zinc and copper is capable of being rolled out very thin and consequently makes the best brass for cartridges. The purest zinc ore in the world comes from Franklin, N. J. A certain zinc company has contracted to sell to nations at war in Europe all the zinc ore they can

bright reds that have become so popular in recent years were made from dyes as were the purples, violets, blue lakes and yellow lakes that are used so much in manufacturing lithographic inks and carbon paper.

Germany had progressed in the manufacture of these dyes by leaps and bounds until she was the source of supply for the entire world. For instance, one German chemical company employed 10,000 workmen and 200 chemists in the manufacture of aniline dyes. Since the war began it has been impossible to obtain dyes to produce reds and lake colors. Today manufacturers would gladly pay \$2 a pound for dyes which sold at 12 cents a pound before the war, and they are obtainable in small quantities, which have probably come into this country by parcel post, are offered for sale at advances in some cases from 70 cents a pound to \$30.

Using the Devoe factory as an example of conditions obtaining throughout the industry, we have in our red shop a number of skilled color makers who have been making reds. We must keep these men on our payroll or run the risk of losing their services when the war is over. There is nothing the color manufacturers use that has not advanced in price or that can be secured in sufficient quantities to supply their needs.

English vermillion is made from quicksilver or mercury, which before the war could be bought at \$2 per flask of seventy-five pounds. The quicksilver of the Rothschilds, and while in normal times the mines in California could supply all of the demands for quicksilver in the United States, those mines were not operated at more than 10 cents per pound of capacity, and most of the quicksilver used in this country came from Portugal and Spain. Owing to the demand by warring nations, it is almost impossible to secure enough quicksilver to manufacture the English vermillion required in this country, and the price of vermillion a day or two ago was \$3 a pound.

The warring nations of Europe are willing to pay any price to obtain quicksilver, as is shown by the fact that when the French line steamship

Rochambeau took fire at sea the manifest of her cargo included an item of 250 flasks of quicksilver. The American manufacturers must equal European offers if they wish to keep their business. Flasks a few days ago were quoted at over \$200 each.

Varnish prices have not been advanced in any great degree, but now the scarcity of shellac has advanced the price of varnish. The American manufacturers must equal European offers if they wish to keep their business. Flasks a few days ago were quoted at over \$200 each.

When we come to consider brushes the main cost aside from the labor is in the hair or bristles used in their manufacture. In former years Russia and Germany supplied almost all the brushes used in the manufacture of large paint brushes. The bristles were cleaned and sorted in Poland and then sent to the annual "fair" at Leipzig, where bristles, furs, hair and hides were auctioned off. From the "fair" they went to Hamburg for shipment all over the world. Of course, the war has stopped the shipment of bristles from Russia to Leipzig, and it is impossible to ship goods from Hamburg. The killing off of the wild boars, some years ago, reduced the supply of German bristles, and Chinese bristles came into use, as they were obtainable at very reasonable prices. But as they began to be employed more generally in brush making, their price gradually advanced. Chinese bristles must necessarily come from China.

The Japanese are ordering large quantities of bristles wherever obtainable for delivery after the war, and it is said they intend to go into brush making. An extensive scale, imitating American made brushes. The Japanese are a very ingenious people, and with their cheap labor and ability to undersell American made brushes.

Summing up briefly, the paint manufacturers, the varnish manufacturers, the brush manufacturers have not advanced their prices one penny more than they have been compelled to by the advancing prices they have had to pay for raw materials.

"PROSPERITY FOOD" FOR LITTLE MONEY

Amron Believes in Feeding Patrons Well in His Many Restaurants.

When it was announced a few years ago that several of the leading hotels and restaurants of New York, in order to defray the high cost of food products, were to charge for bread and butter consumed with meals, patrons of restaurants were shocked. The idea did not appeal to New Yorkers and many complaints were heard on all sides. Despite the protests restaurant owners maintained that they could not make any profit unless prices were advanced, and so the bread and butter charges remained.

However, Amron, who had been schooled in the catering profession by the Oscar of the Waldorf, began to figure out how he could maintain restaurants and give patrons the choice of the best and at popular prices and at the same time make a little profit. Of course, his plan was not to charge for bread and butter. Not only was the butter supply to be augmented with delicious hot biscuits.

The plan was put into effect first at the Hotel Endicott, and that it was a success is best evidenced by the fact that the restaurant was constantly crowded. Later the plan was installed at the Grand, the Navarre, the Great Northern and the Netherlands with unusual success.

Amron has just taken over the Marlborough Hotel restaurant, which re-

cently was reconstructed from cellar to roof.

Fifty cents buys a breakfast at any one of Amron's restaurants—a breakfast that satisfies real hunger. The choice of fruits in season—orange, grapefruit, grapes or baked apple—with the last a pitcher of cream—costs 10 cents. As much more is added to one's check for a portion of a choice of cereals and another pitcher of cream. For bacon and eggs, ham and eggs, a famous brand of sausage with wheat cakes or for any other of the many good things that are to be had in first class hotels for breakfast the charge is 20 cents a portion. Delicious coffee with cream, a standard blend, adds 10 cents more to the check.

FIDDLER FOR 4,659 PARTIES.

The 53 Years Record of a Wisconsin Dance Musician.

AMHERST, Wis., Jan. 26.—John Egan at Amherst has filed a claim to a world's record for providing music for dances, for he has computed his record of the past fifty-three years as being 4,659 dances, a record he defies any musician in America to equal.

His career dates back to January 16, 1862, when he came with his violin to Amherst, then a village in the heart of the pine woods. In those days he was the only musician who could be obtained for miles around, and he was in constant demand.

In the old days he would not only play, but would call off the square dances, and many is the time when he would make up a misbegotten set on the floor by taking his fiddle to the dancing floor, and dance, call and play at the same time. He still is playing for the country dances, and says he will continue to play as long as he can finger the strings.

LAST INDIAN SLAVE DEAD.

One of Invading Tribe Captured in Battle of Hioquiam in 1840.

HOQUIAM, Wash., Jan. 26.—Schick-lash Pete, believed to be the oldest man in the Northwest and the last of the Grays harbor Indian slaves, has just died at the age of 110 years. Another of the slaves, John Kettle, died recently at the age of 105, and with the passing of Pete they have all now gone to the happy hunting grounds.

The old Indian, better known as Humptulps Pete from the fact that for more than thirty years he had lived in the Humptulps Valley, was a resident of Grays harbor for seventy-five years, or since 1840, when he came here with a

war party of Indians from the Columbia River to attack the harbor Indians. The invaders, a large band, came into the harbor in canoes and landed at James rock, about six miles west of Hoquiam. There they camped for the night, pulling their canoes high up on the beach to be out of reach of the Indians. During the night the Indians of the harbor attacked the invaders and the last big Indian battle of the Grays harbor district was fought there. Most of the invaders were killed or captured, only a few escaping. The captives were made prisoners, and among their number were the two Indians known after the white men came as Humptulps Pete and John Kettle. Both were freed by the Grays Stevens treaty with the Grays harbor Indians.



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Messrs. Steinway & Sons, New York. Gentlemen: The supreme qualities of your instruments have been for many years universally recognized. Public and individuals, amateurs and artists have been looking upon your pianos as upon a standard of perfection. Whenever perfection is attained progress is stopped, for there is no room for climbing when the summit has been reached. And yet, in your case, this law of nature seems to have been defied.

Having played Steinway pianos, after a long interval, in many countries, during a season of unusually sudden and unfavorable climate and atmospheric changes, I feel obliged to declare, and I do it most emphatically, that you have realized an astonishing progress. To the former qualities, now magnified, intensified, you have added an entirely new one, a quality which has been considered unimportant, superfluous, almost incompatible with the character of tone—an easy, light, surprisingly agreeable action.

In former years I had to select my pianos before every tour; I used to go repeatedly to 14th Street to try most carefully the instruments, and my choice invariably fell upon those two or three which were considered of the best ones by the makers themselves. This time it was quite different. Before beginning my tour I went only once to Steinway's warehouse; I tried an amazingly large quantity of instruments, dozens of concert grands, and I could not make a choice; I could not select the few best ones because all were best. Is there anything which could demonstrate more convincingly the wealth of resources of your firm, the astonishing vitality of your house? But there is in it something to rejoice the heart of everyone who is devoted to his profession. Young men inherit fame and fortune, general respect and universal recognition most legitimately acquired by the genius, industry and honest, persistent labor of their illustrious forefathers. Instead of simply enjoying life, instead of dwelling passively upon the golden ancestral laurels, they concentrate in noble, ambitious efforts all their energy and up they go to a higher plane and, indeed, they reach still higher regions.

Such a thing can only be accomplished by a sincere love of profession, and it is to this love of profession that I wish to pay my tribute of high esteem and admiration.

Most faithfully yours,
I. J. PADEREWSKI

A highly artistic fac-simile of the above letter in Mr. Paderewski's own handwriting with a most excellent portrait of the great artist, will be mailed upon request. Steinway & Sons, Steinway Hall, 107-109 East 14th Street, New York.

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38 Broadway New York

The Situation in the Trade for Hides and Skins

Almost every industry has been importantly affected by the great war. Changes of importance to the community are reflected in the market of raw materials. One of the most interesting of these changes concerns the trade in hides and skins. As to the differences and the situation that has benefited America Mr. Armand Schmitt, Jr., of the firm of Schmitt, Fils & Co., with offices in Paris, New York and Basle, Switzerland, has the following to say:

"The hide and skin trade is in a very healthy and prosperous condition. Some important changes have been a direct consequence of this unhappy war, as many sources of supply which never failed previously to flow to Europe have now been diverted to this country, opening up a number of very large, resourceful and profitable channels to the trade in hides and skins here. This is particularly true in regard to South America and the Far East.

"From the selling end the war has brought America into a state of much closer and more active co-operation with markets we were already in touch with. We in the business believe that on account of the enormously increased export orders for leather of all kinds,

together with an unusually excellent domestic business, the demand for hides will remain very satisfactory, naturally bringing about higher prices for all raw material. Of course under the present abnormal conditions existing everywhere, we believe that any far-reaching operation is inadvisable, although in a general way we think this country can look with confidence towards the future, for the fundamental conditions are sound.

"We take the liberty of suggesting closer co-operation between the Government and foreign Powers for the purpose of facilitating business. Our firm, as well as the entire hide and skin trade, and indirectly the leather industry, has been considerably handicapped by the strict and at times unfair censorship on cable communications with neutral countries, and the many restrictions placed on exportations by some of the European Governments.

"These contain goods of no practical use to them, and yet so far no arrangement has been made to bring these goods to our market, which in some instances has accordingly suffered.

"If a definite understanding could be brought about it would be a great help and our firm would gladly tender its services at any time."

THE TRIANGLE WAIST CO. Has Moved from
79 Fifth Avenue to 20 WEST THIRTY-THIRD ST.

And at the new address they have demonstrated the truth of the oft repeated phrase that Beauty in Art and Art is Efficiency. In the quiet dignity of the Reception Room to the sixth-floor tables in the Operating Room there is not the faintest suggestion of ugliness.

Efficiency
A term that has been adopted into special use only since 1908 has been increasingly employed to designate the aim of movement toward betterment in both Profit Making and Non-profit Making activities, and as applied to Modern Industrial and Economic conditions express the Ratio of Useful Work performed to Energy expended, or as more briefly expressed, the Ratio of Output to Input, while in the artistic sense it is apparent in the Harmony of Line, Form, Color, and Texture. These expressions of the highest forms of Efficiency have been set forth in a surprising manner by

Messrs. Isaac Harris & Max Blanck in the planning and equipment of their new building at 20 West Thirty-third Street.

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The Triangle Waist Co. is justly famous. The operating room with its floor space of 12,000 square feet has been arranged with forethought and mathematical precision, each department, Cutting, Pressing, Examining, etc., having ample room and fullest protection from all sources of possible danger, with the result that the Insurance of the entire plant has been placed on the lowest rating in the City of New York.

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